

# Law Enforcement & Industry Collaboration on Take-down, Retaining Evidence and...Privacy.

Ms Keerthana Arjuna (Kit)

Ms Janine Enniss

Ms Malina Enlund

Ms Shailey Hingorani

[Session B2]

# Law Enforcement and Industry Engagement

## Child Sexual Exploitation Regional Dialogue



### CLOSING THE NET

A podcast about online child sexual exploitation



Listen now



**STOPCHILDABUSE**  
**TRACE an OBJECT**

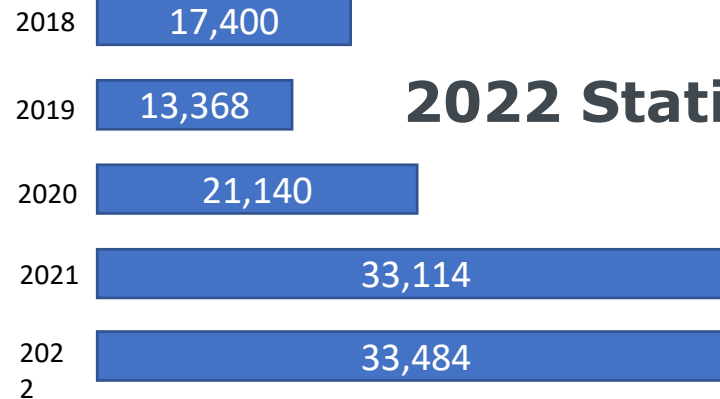


The smallest clue can often help solve a case

[accce.gov.au/trace](https://accce.gov.au/trace)



Increase in total reports



Reports received



31,700+ from NCMEC



1,513 from members of the public

Artificial Intelligence



End to End Encryption



Legislative Reform - SLAID

Surveillance Legislation Amendment  
(Identify and Disrupt)



Training

Digital field triage training



# Meta's Approach to Safety

November 2023

**Malina Enlund**  
Safety Policy APAC  
[malinaenlund@meta.com](mailto:malinaenlund@meta.com)

## META'S MISSION

**Give people the power to build  
community and bring the world closer  
together.**





## **Policies**

for the Facebook  
Community



## **Tools**

to give people  
control



## **Resources**

at every point in  
the service



## **Partnerships**

to complement  
our expertise



## **Feedback**

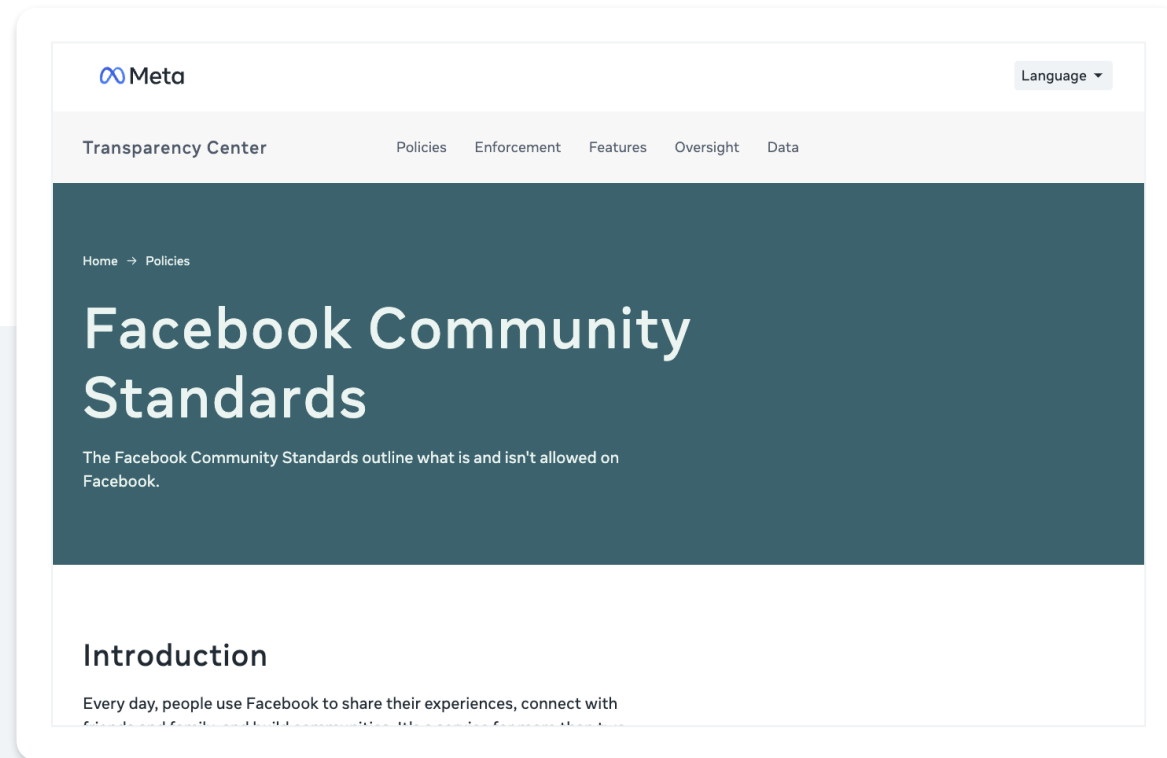
to keep on  
improving



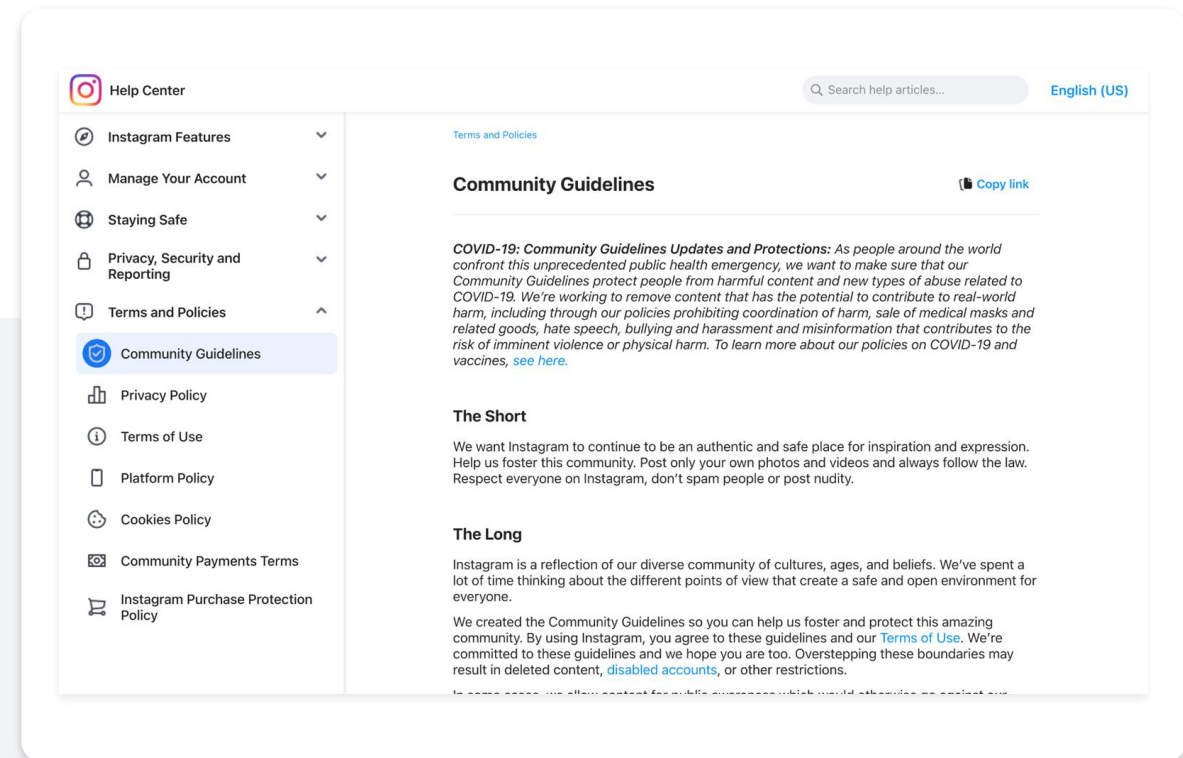
# Our policies



# Community Standards



[facebook.com/communitystandards](https://facebook.com/communitystandards)



<https://help.instagram.com>

 Facebook Download (CSV)[Home](#) → [Data](#) → [Community Standards Enforcement Report](#)

# Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

We do not allow content that endangers children, such as content that contains nudity or physical abuse or content that sexually exploits children on Facebook and Instagram. When we find this type of violating content, we remove it, regardless of the context or the person's motivation for sharing it. We may also disable the account of the person who shared it, unless it appears the intent was not malicious (for example, to spread awareness of child exploitation).

We report apparent child exploitation to the [National Center for Missing and Exploited Children \(NCMEC\)](#), a nonprofit that refers cases to law enforcement globally, in

[Overview](#)[Adult Nudity and Sexual Activity](#)[Bullying and Harassment](#)[Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation](#)[Dangerous Organizations: Terrorism and Organized Hate](#)[Fake Accounts](#)



CHILD SAFETY

# Tools and Technology

## How Meta Approaches Online Safety Tools and Technology



Prevention



Detection



Response

# Detection Technology



- **Photo- and video-detection technology** scans information such as profile and group photos and user reports for known CEI; additional technology detects new, unknown CEI.



- **Text-based classifiers** trained on known examples of CEI-related text



- **Behavioural and metadata classifiers** trained to detect abnormal activity using a range of signals



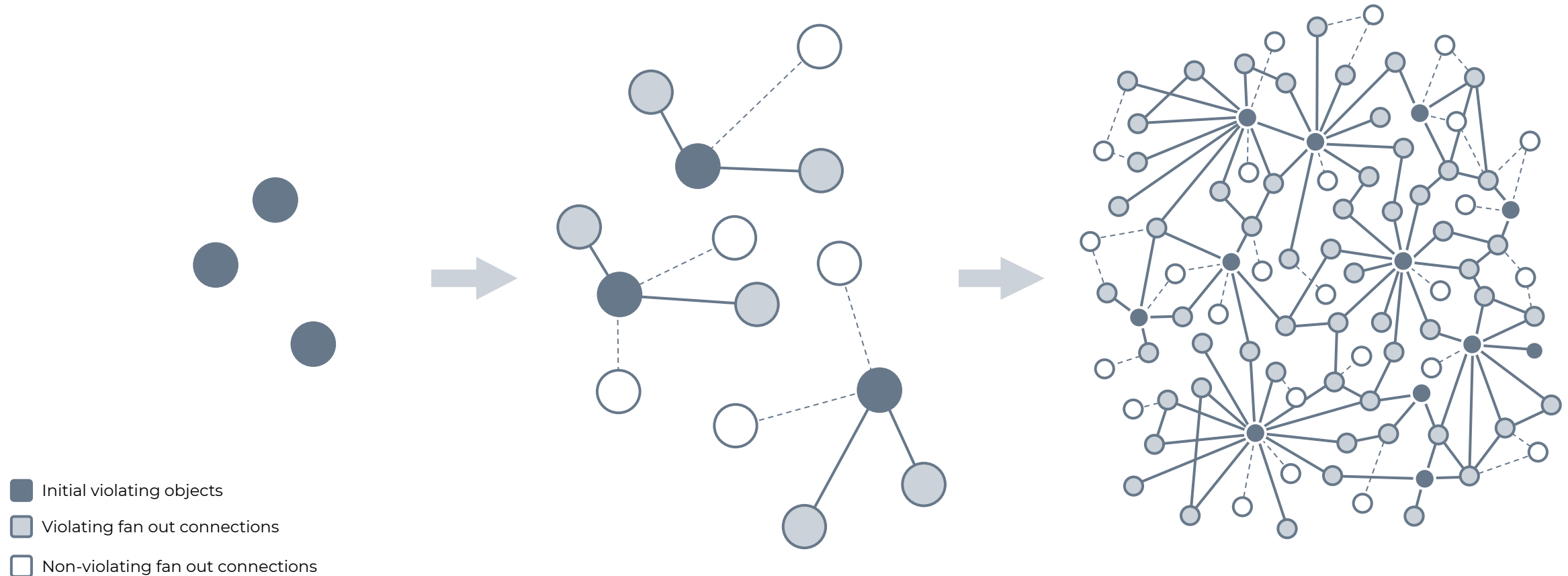
- **Fan out** from one violating account or group to others using human review expertise and machine learning; enforce at group or network level

# Disrupting networks of abusive actors

Use signals to identify a core set of violating entities

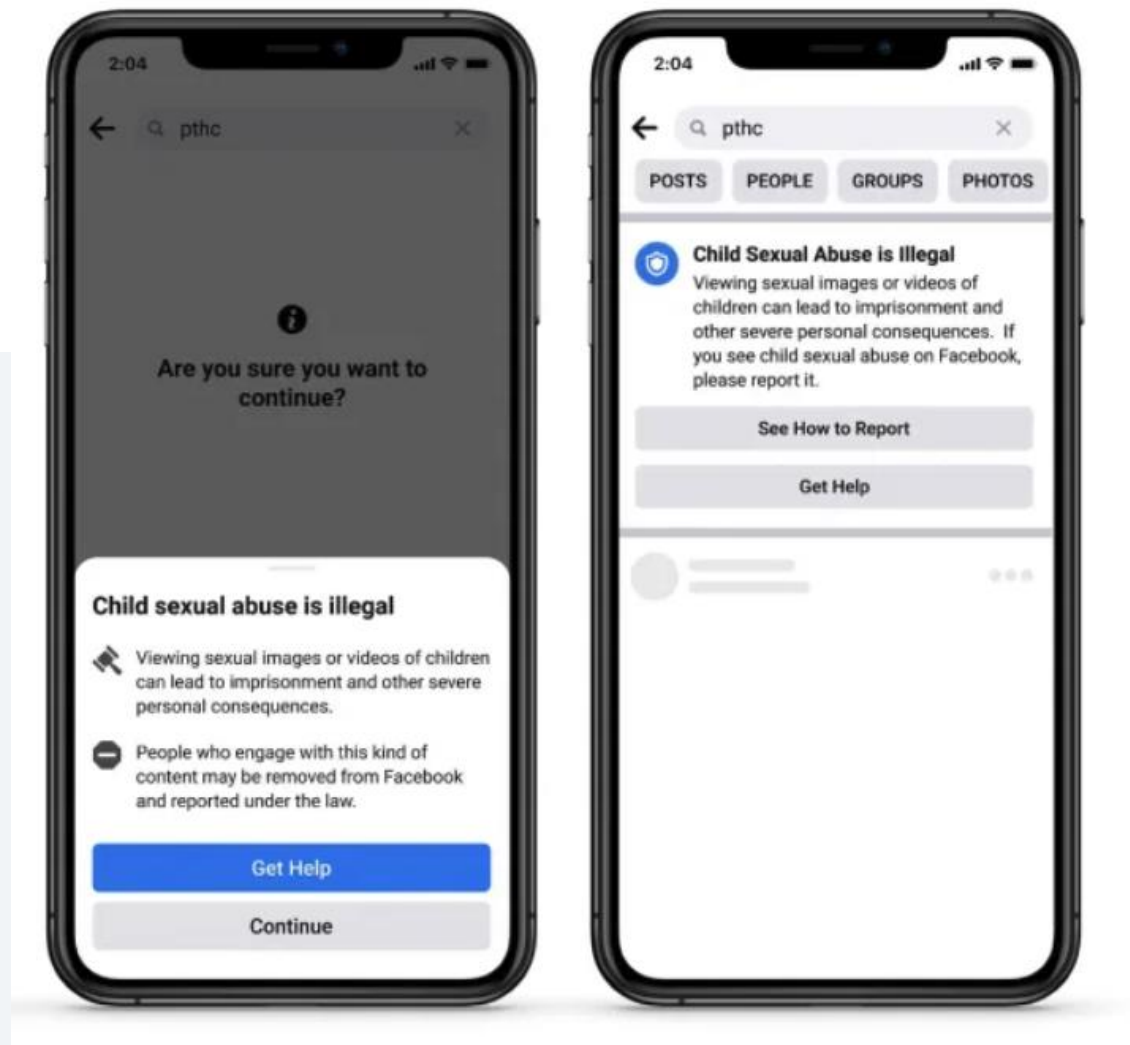
Conduct a fanout using human review expertise and machine learning tools

Map out network of violating entities and enforce against them - **a recent disruption removed 3522 users**





# Deterring Seekers of CSAM with Search Interventions





National Center for Missing & Exploited Children ✓

December 30, 2022 at 7:32 AM · 🌐

Having nudes online is scary, but there is hope to get them taken down.

A new, free service is here to help teens remove online nude, partially nude, or sexually explicit photos and videos taken before you were 18 off unencrypted [Facebook](#), [Instagram](#), [OnlyFans](#) and [Yubo](#) platforms.

[#takeitdown](#) [#safechildhood](#)

# Take It Down

## Get Help to Remove Your Nudes Online.



TAKEITDOWN.NCMEC.ORG

**Take It Down**

This service is one step you can take to help remove online nude, partiall...

Learn more

- **Take It Down** is a global platform for minors who are worried that intimate images they created might be shared without their consent on public online platforms.
- **Take It Down** works by assigning a unique digital fingerprint, called a hash value, to nude, partially nude, or sexually explicit images or videos of people under the age of 18.
- This all happens without the image or video ever leaving the minor's device; only the hash value will be uploaded to **Take It Down** and provided to NCMEC.
- If someone tries to post a matching image on one of the participating companies' platforms, the company reviews the content on their platform to check if it violates their policies and takes action accordingly.

*Current Participating Companies: Facebook, IG, Yubo, TikTok, Only Fans, Pornhub*

## Get Started



Please answer the following:

\* What is your age in the image(s)/video(s) you want to submit?

Under 18 ▼

\* Please verify that your images and videos include nude, partially nude or sexually explicit content.

- ☐ Yes
- ☐ No
- ☐ I don't know

This service is only meant to be used for nude, partially nude or sexually explicit images or videos of people under age 18.

Next →

<https://takeitdown.ncmec.org>

Hosted by:





# Child Safety



# Enhancing Our Child Safety Capabilities



1. Prevent harmful interactions with minors

2. Build new methods for removing bad actors

3. Reduce harmful imagery

4. Improve our reports to NCMEC

5. Introduce education and victim response measures

# Reporting Child Exploitation Cases



1. Meta detects and removes CSAM from the platform

2. FB reports the CSAM to NCMEC

3. NCMEC consolidates all country reports and sends to NCMEC and LE

4. LE may request additional information (if necessary)

5. LE investigates and enforces on identifiable bad actor

# Law Enforcement Response & Requests

## Content Reports vs Record Requests



### Content Reports

Reporting **content on the platform** that violates our Community Standards



### Records Request

Requesting **records for a user or entity**, such as Basic Subscriber Information



# Records Requests

## Law Enforcement Online Requests



### Request Secure Access to the Law Enforcement Online Request System

We disclose account records solely in accordance with our terms of service and applicable law.

If you are a law enforcement agent or emergency responder who is authorized to gather evidence in connection with an official investigation or in order to investigate an emergency involving the danger of serious physical injury or death, you may request records from Facebook through this system.

☒ I am an authorized law enforcement agent or government employee investigating an emergency, and this is an official request

Request Access

Send PROD Login Email to [malinaenlund@meta.com](mailto:malinaenlund@meta.com)

Send TEST Login Email to [malinaenlund@meta.com](mailto:malinaenlund@meta.com)

Warning: Requests to Facebook through this system may be made only by governmental entities authorized to obtain evidence in connection with official legal proceedings pursuant to Title 18, United States Code, Sections 2703 and 2711. Unauthorized requests will be subject to prosecution. By requesting access you are acknowledging that you are a government official making a request in official capacity. For further information please review the [Law Enforcement Guidelines](#).

Disclosure:  
in accordance with our **terms of service** and **applicable law**



**Basic subscriber information**  
(non-content)



**Transactional information** (non-content)



**Content**  
Mutual Legal Assistance Treaty

# Law Enforcement Guidelines: **Facebook**



**Information for Law Enforcement Authorities**

These operational guidelines are for law enforcement officials seeking records from Facebook and Instagram. For private party requests, including requests from civil litigants and criminal defendants, please visit the [Help Center](#). Users seeking information on their own accounts can access Facebook's "Download Your Information" feature from their account settings. This information may change at any time.

**U.S. Legal Process Requirements**

We disclose account records solely in accordance with our terms of service and applicable law, including the federal Stored Communications Act ("SCA"), 18 U.S.C. Sections 2701-2712. Under U.S. law:

- A valid subpoena issued in connection with an official criminal investigation is required to compel the disclosure of basic subscriber records (defined in 18 U.S.C. Section 2703(c)(2)), which may include: name, length of service, credit card information, email address(es), and a recent login/logout IP address(es), if available.
- A court order issued under 18 U.S.C. Section 2703(d) is required to compel the disclosure of certain records or other information pertaining to the account, not including contents of communications, which may include message headers and IP addresses, in addition to the basic subscriber records identified above.

# Emergency Requests

# Emergency Request

## Information to Include



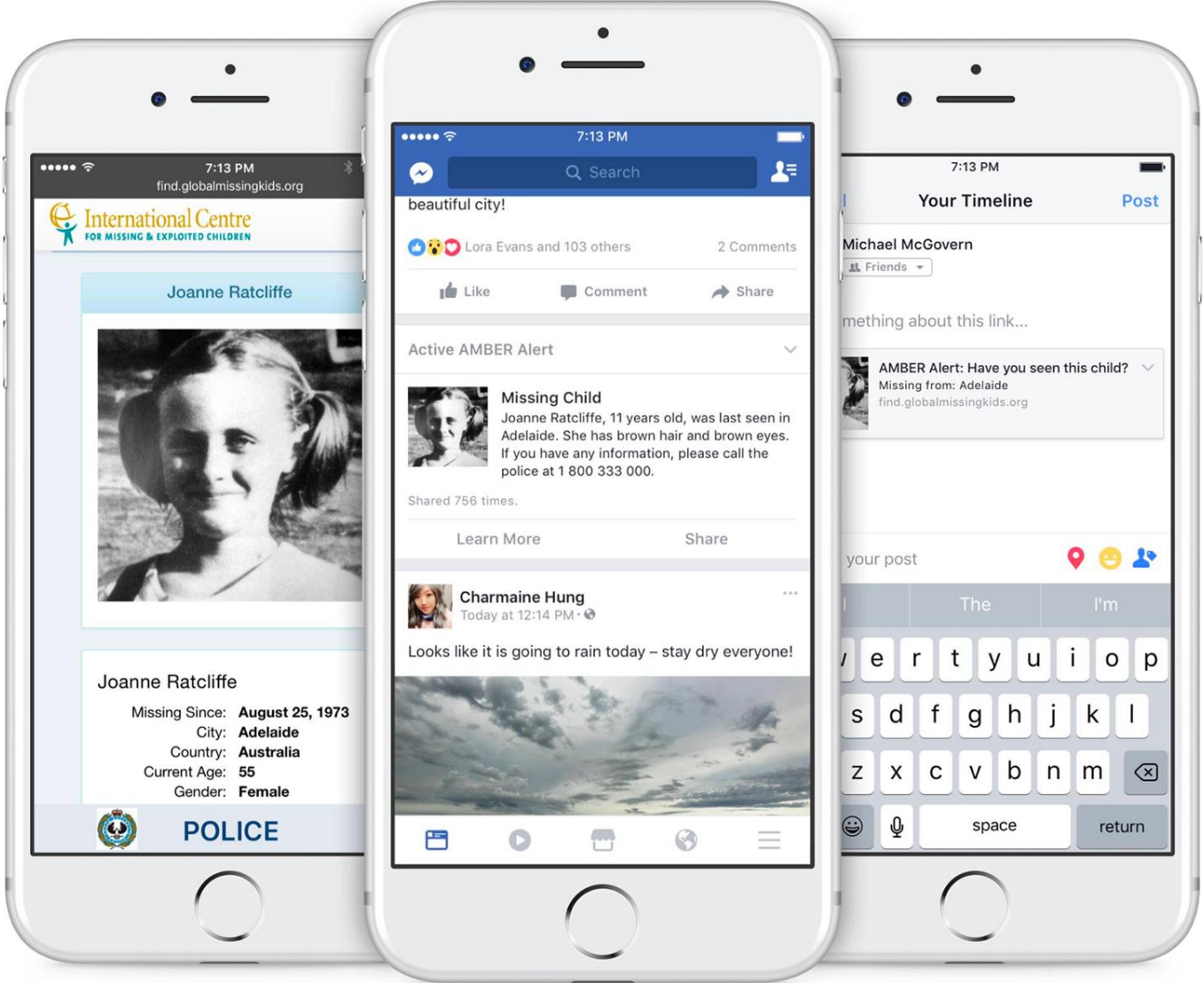
**Nature of Case**  
(kidnapping,  
suicide, etc)

**Nature of  
imminency**  
(case timeline,  
deadline, etc)  
)

**Specific  
information**  
sought from  
Facebook

**How Facebook  
information** will  
assist in  
emergency  
**Facebook**

# AMBER Alerts





## Child Safety: Victim Found

- **Country:** Canada
- **Platform:** Facebook
- Baby Victoria (May 14')  
Police share on FB  
Recovered 3 hours later
- Amber Alert on Facebook (Jan 2015)
- 23 Countries

### Recovery of baby Victoria shows social media reach of Amber Alerts



Day-old baby taken from Trois-Rivieres hospital recovered thanks to Facebook users

[Andre Mayer](#) · CBC News ·



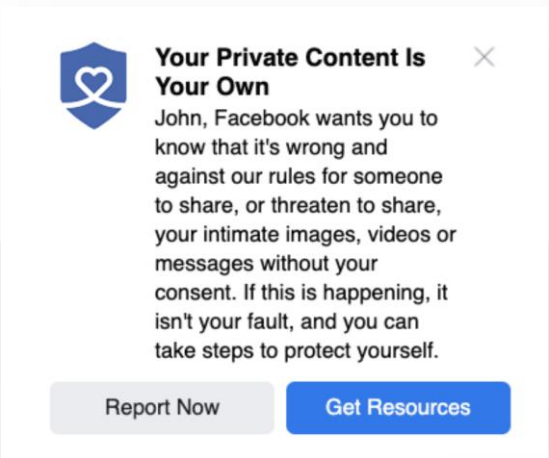
# Thank you

Malina Enlund

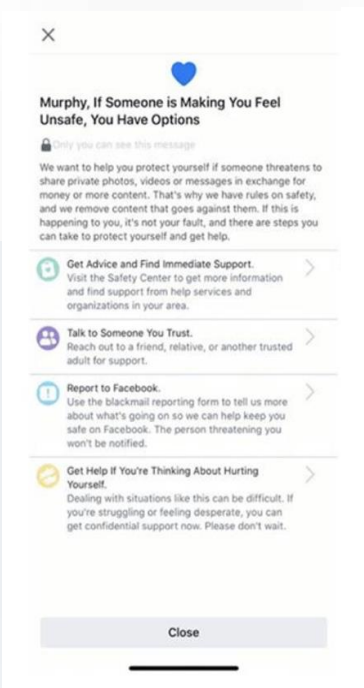


# Updated Victim Support Experience

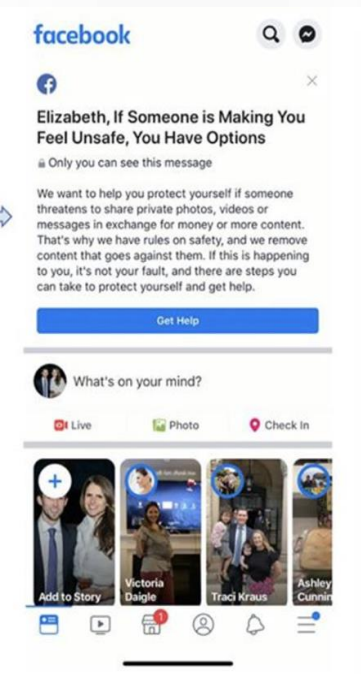
Version One



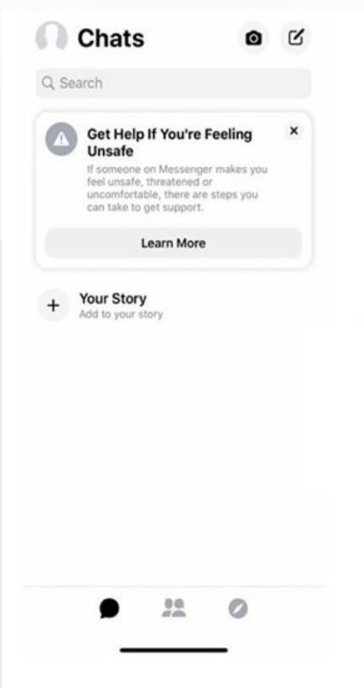
Version Two



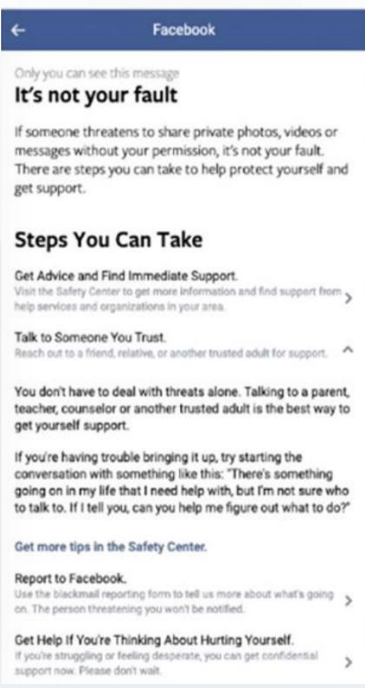
**Outreach #1**  
Actor Gateway Flow



**Outreach #2A**  
Newsfeed Megaphone  
Simultaneous with #2B



**Outreach #2B**  
Messenger Inbox QP  
Simultaneous with #2A



**Interstitial**

More than **90% of content is shares/reshares** of content previously reported

**Majority of content comes from a handful of countries** concentrated in certain regions

More than **75% these reports involve people sharing with “non-malicious intent”** (as per NCMEC: poor humor, outrage, gawking)

## Understanding Facebook's CyberTips to NCMEC



Australian Government  
Attorney-General's Department

# **Australia's response to enhancing law enforcement and industry collaboration**

**Keerthana Arjuna**

Assistant Director Child Protection International Partnerships, Attorney-General's Department

# WHAT DO WE DO?



The **Child Protection International Partnerships**, is committed to working with **law enforcement** and **digital industry** to forge **innovative solutions** to combatting online CSEA.

Law enforcement and law enforcement industry cooperation is key to supporting efforts to identify, deter, respond to, and prosecute online child sexual exploitation and abuse.

## KEY CHALLENGES



- Online safety for children is seen as an issue for individual caregivers
- Child abuse online is often seen as **only a criminal issue**
- Child sexual abuse is seen as incomprehensible and inevitable
- Technical understanding of the digital world is limited
- Companies are based overseas and subject to varying legislative and regulatory frameworks



# A SOLUTION

**Create a space for law enforcement and digital industry to: speak openly**

- be vulnerable & receptive to difficult conversations
- see the challenges from 'the other side'
- avoid combative stances/default 'party lines'.

**How do we achieve this?**



## **A 'closed door' event:**

- No minutes, no recording
- 'Chatham house' rules
- Invite only – six companies
- Operational officers



The theme '**sextortion**' was chosen to promote discussion and provide a clear focus for the event.



- **Research presentations:**

- An analysis of Financial Sextortion Victim Posts
- How to implement online warnings to prevent the use of child sexual abuse material

- **Operational presentations:**

- Capping from the safety of your own home
- The Online Threat Landscape for Child Sexual Exploitation and Abuse

- **Workshops:**

- Prevention, disruption and detection
- NCMEC Reporting practices and information use

# WHO ATTENDED?



# RESULTS:



...

The Attorney-General's Department and the [@ACCCE\\_AUS](#) recently met with Google, Meta, Snapchat, TikTok, Microsoft and Discord to discuss how industry and law enforcement can work together to tackle the rising prevalence of sextortion in Australia.

[@AusFedPolice](#) [@eSafetyOffice](#)



# VOLUNTARY PRINCIPLES TO COUNTER ONLINE CHILD EXPLOITATION AND ABUSE

## Timeline

- Since 2017, the Five Country Ministerial (FCM) has played a critical role in holding industry to account and encouraging them to invest in tools, share expertise and prioritise child safety.
- March 2020 – Launch of *Voluntary Principles to Counter Online Child Exploitation and Abuse* (Voluntary Principles)

## Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse



### Prevent child sexual abuse material

1. Companies seek to prevent **known** child sexual abuse material from being made available to users or accessible on their platforms and services, take appropriate action under their terms of service, and report to appropriate authorities.
2. Companies seek to identify and combat the dissemination of **new** child sexual abuse material via their platforms and services, take appropriate action under their terms of service, and report to appropriate authorities.



### Target online grooming and preparatory behaviour

3. Companies seek to identify and combat preparatory child sexual exploitation and abuse activity (such as online grooming for child sexual abuse), take appropriate action under their terms of service, and report to appropriate authorities.
4. Companies seek to identify and combat advertising, recruiting, soliciting, or procuring a child for sexual exploitation or abuse, or organising to do so, take appropriate action under their terms of service, and report to appropriate authorities.



### Target livestreaming

5. Companies seek to identify and combat the use of livestreaming services for the purpose of child sexual exploitation and abuse, take appropriate action under their terms of service, and report to appropriate authorities.



### Search

6. Companies seek to prevent search results from surfacing child sexual exploitation and abuse, and seek to prevent automatic suggestions for such activity and material.



### A specialised approach for children

7. Companies seek to adopt enhanced safety measures with the aim of protecting children, in particular from peers or adults seeking to engage in harmful sexual activity with children; such measures may include considering whether users are children.



### Victim/survivor consideration

8. Companies seek to take appropriate action, including providing reporting options, on material that may not be illegal on its face, but with appropriate context and confirmation may be connected to child sexual exploitation and abuse.



### Collaborate & respond to evolving threat

9. Companies seek to take an informed global approach to combating online child sexual exploitation and abuse and to take into account the evolving threat landscape as part of their design and development processes.
10. Companies support opportunities to share relevant expertise, helpful practices, data and tools where appropriate and feasible.
11. Companies seek to regularly publish or share meaningful data and insights on their efforts to combat child sexual exploitation and abuse.

# FIVE COUNTRY MINISTERIAL VOLUNTARY PRINCIPLES TO COUNTER ONLINE CHILD EXPLOITATION

## Overview

- **Nineteen companies have endorsed the Voluntary Principles to date** -what does this mean?
- The **Five Country Ministerial (FCM) Digital Industry Engagement Senior Officials Group (DIESOG)** plays an important role – coordination is key
- In March 2022, Five Country Ministers released a **joint statement to mark the two-year anniversary** of the Voluntary Principles.

amazon

Apple

Dropbox

Google

matchgroup

MEGA

Meta

Microsoft

ROBLOX

SEMANTICS 21<sup>®</sup>  
Every Victim Matters

Snap Inc.

Spotify<sup>®</sup>

TikTok

twitter

yubo

zoom



**Questions?**